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PHILIPPINES

HEALTH

HEALTH PROMOTION AND COMMUNICATIONS PROJECT (*HealthPRO*)

- University Research Co. (URC)

HealthPRO

Health Promotions &
Communications

Project

GOAL

To assist selected Local Government Units (LGUs), through the Department of Health (DOH) and related agencies in increasing healthy practices, reinforcing and improving healthy behaviors and widening access to information on health services.

PROJECT OBJECTIVES

1. To promote healthy behaviors and practices in Maternal and Child Health (MCH), Family Planning (FP)/Reproductive Health (RH), Tuberculosis (TB), HIV/AIDS and Avian Influenza;
2. To expand the capacities of appropriate national and local institutions, organizations and individuals in establishing sustainable health programs; and
3. To support HealthPRO's cooperative agencies and program partners through research-based communication initiatives.

PROJECT COMPONENTS

- BCC Interventions to LGUs and Local Partners
- Institutional Development and Capacity-building for Sustained Health Promotion and Communication
- Technical Assistance to Health Promotion and Communication Initiatives of Cooperating Agencies (CAs) and Program Partners.

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PROJECT BACKGROUND

The HealthPRO is a five-year USAID Philippines project to support health-related behavior change communication (BCC) activities in the country. Behavior change communication is an integrated, interactive, programmatic and systematic attempt using appropriate communication channels to try to foster and sustain positive knowledge, attitudes and behaviors that lead to improved individual or social well-being.

HealthPRO aims to assist local government units (LGUs) improve, expand, and strengthen the quality and sustainability of their BCC efforts.

HEALTHPRO TECHNICAL ASSISTANCE TO LGUs

HealthPRO collaborates with US Government-assisted LGUs by providing an integrated four-fold package of technical assistance such as: a) Strategic Communication Planning; b) developing easy-to-understand, accurate, and socially and culturally appropriate messages; c) enhancing LGU's use of interpersonal communication, community groups, mass media, traditional media, and emerging communication technologies; and d) evaluating and sustaining the quality of local health promotion and communication initiatives.

The project covers 23 priority provinces from Luzon, Visayas, Mindanao, all provinces in the Autonomous Region in Muslim Mindanao (ARMM) and 11 HIV/AIDS priority cities.



US Ambassador Kristle A. Kenney administers a dose of Vitamin A supplementation to a 3-year old boy during the GF8 Plus Family Health Fair in Bungkaras Village, Bay, Tagaytay, Camalig, Albay on Oct. 24, 2008.

The HealthPRO Project is being managed by University Research Co. (URC).